

Message Text

UNCLASSIFIED

PAGE 01 SOFIA 00272 281034Z

15

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 SSO-00 RSC-01 DRC-01 /014 W

----- 065209

O R 280930Z FEB 74

FM AMEMBASSY SOFIA

TO RON MACCOWEN, ESQUIRE

GOVERNOR'S OFFICE

, NORTH CAROLINA

INFO SECSTATE WASHDC IMMEDIATE 7640

AMEMBASSY VIENNA

USDOC WASHDC

USIA WASHDC

UNCLAS SOFIA 0272

VIENNA FOR EWTC

DEAR MR. MACCOWEN:

ROBERT HEIN (LORILLARD-LOEWS) SUGGESTED THAT YOU MIGHT BE ABLE TO ASSIST ME IN RECRUITING U.S. FIRMS FOR PARTICIPATION IN THE AMERICAN PAVILION AT THE 1974 INTERNATIONAL FAIR, HELD IN PLOVDIV, BULGARIA SEPTEMBER 3-10.

THE PLOVDIV FAIR, THE LARGEST INTERNATIONAL EXHIBITION IN BULGARIA PRESENTS A UNIQUE OPPORTUNITY TO AMERICAN FIRMS TO MEET A WIDE RANGE OF BULGARIAN CUSTOMERS, BOTH END-USERS AS WELL AS GOVERNMENT AND FOREIGN TRADE OFFICIALS. BULGARIAN FOREIGN TRADE MINISTRY OFFICIALS AND DIRECTORS OF AGRICULTURAL MACHINERY ENTERPRISES VISITED NORTTSCAROLINA LAST YEAR. ONE FIRM THEY ARE PARTICULARLY INTERESTED IN IS LONG MANUFACTURING COMPANY AND ITS TOBACCO CULTIVATING MACHINES. THE BULGARIAN GOVERNMENT ATTACHES GREAT IMPORTANCE TO THIS EXHIBIT.

THE AMERICAN PAVILION WILL HAVE APPROXIMATELY 2,600 SQUARE METERS OF SPACE AVAILABLE TO EXHIBITORS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SOFIA 00272 281034Z

FOLLOWING DISCUSSIONS WITH BULGARIAN FOREIGN TRADE

OFFICIALS, WE HAVE CHOSEN MODERN AMERICAN AGRICULTURAL TECHNOLOGY AS A THEME WHICH WE BELIEVE WILL PROVIDE THE GREATEST INTEREST AND SALESPOTENTIAL. BULGARIA HAS DECIDED TO INCREASE ITS IMPORTS OF AGRICULTURAL EQUIPMENT FROM THE WEST BY MORE THAN 30 PERCENT THIS YEAR, AND I BELIEVE THERE IS A SIGNIFICANT MARKET FOR AMERICAN PRODUCTS IN BULGARIA.

I AM HOPEFUL THAT BY EXHIBITING AT THE PLOVDIV FAIR AMERICAN PRODUCERS CAN MAKE THEIR PRODUCTS KNOWN AND AVIALABLE TO THE BULGARIAN MARKET AT MINIMUM COST.

YOU MAY CONTACT ME BY SENDING TELEX MESSAGES ADDRESSED TO ME AS FOLLOWS:

HELENE A. BATJER
CHARGE' D'AFFAIRES, A.I.
AMERICAN EMBASSY SOFIA
COMMUNICATIONS CENTER
DEPARTMENT OF STATE
WASHINGTON, D.C. 20521

ANYTHING YOU CAN DO TO HELP ME IN MY EFFORTS TO RECRUIT U.S. PARTICIPATION IN THE AMERICAN PAVILION AT PLOVDIV WILL BE GREATLY APPRECIATED.

WITH BEST REGARDS,
SINCERELY,
HELENE A. BATJER
CHARGE' D'AFFAIRES, A.I.
BATJER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INTERNATIONAL FESTIVALS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA00272
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974022/aaaaabrn.tel
Line Count: 92
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAR 2002 by elbezefj>; APPROVED <29 APR 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: SCUL
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005